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INNOVATION ONE PAGER

Using the tool
Template
Example

INNOVATION ONE PAGER

The Innovation one pager helps you to briefly and concisely clarify the essence of your innovative idea. The one pager describes the problem, the solution direction, assumptions or hypotheses you want to test, the expected value for the user who delivers your solution, how success will be measured, the team that you need to reach the solution and the next steps you need to take. To achieve this, you describe the situation, solution direction, hypothesis, consequences, measurability, experiment team and the next steps.

Tips for use

You can see the one pager as a written pitch for your innovative idea. Provide a catchy title and a clear description of your hypothesis and goals so that the essence of your project quickly becomes clear. An image says more than 1000 words, so add a related image. Complete the tool online or print the canvas.
Become inspired by the example of the one pager from one of our first projects: ''Digitale Rivier''.

How to use

A one pager is a single page containing a concise summary of the essence of your innovative idea. It helps you to make an overview, describe the roles of those involved and communicate about this with your colleagues or stakeholders. Fill in the fields of the one pager by answering the questions. You can continue to use the one pager continuously.

Step 1: the situation
You describe the current situation by discussing the reason and the problem statement. As a result, you discuss the context and the associated bottlenecks that may arise. You answer questions such as: Why is this innovation necessary? What potential problems will you solve with this innovation? And what if you don't?

Step 2: the solution direction
Write a short concise description of the solution direction. It does not have to be a complete solution, it is about writing outlines of a possible solution, to the problem statement you have chosen.

Step 3: hypothesis
In this step, you decide what you want to test. You describe which questions you would like to receive an answer to. Formulate hypotheses that you can test in the short term. To arrive at hypotheses, you start with the problem statement, which can be seen as the main question. If your problem statement is complex, you can formulate several hypotheses. Base your hypotheses on expectations you have about the research during your project.
These expectations can therefore be positive or negative, the point is that you make an assumption that you can test. An example question you can use is: What questions do you want to get an answer to?

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Step 4: possible consequences
Think about the possible consequences of implementing your solution direction. Describe the costs and benefits you expect by implementing your innovative solution. Answer questions
such as: What is the effect of the solution on the various stakeholders?

Step 5: measurability
Describe how you will measure success. Do this by determining what result will be delivered and within what period. Answering the following questions can help you: What (the indicators) and how are you going to measure them? When are you satisfied with the results?

Step 6: experiment team
Describe the roles of your experiment team with which you will develop the innovative idea. Think about the different roles that you need. Think of questions such as: Who is the initiator? Who is responsible for the outcome? What skills do you need in your team?

Step 7: next steps
Describe what the next steps will be. Think about what you need for the sequel. These are the steps that must now be taken to implement the innovative idea.

Innovation one pager

name _____

1. situation
What is the context in which the challenge occurs?

2. solution direction
Can you describe a brief description of the solution direction?

3. hypothesis
What assumptions do you want to test?

4. possible consequences
What is the effect of the solution on the stakeholders?

5. measurability
What indicators do you use to measure success?

Next steps

6. experiment team
Describe who is part of the team and who is responsible for the project?

7. follow-up
Next steps to conduct the experiment?

date _____

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Example information needs Spiegelwaal

The Spiegelwaal, in the municipality of Nijmegen, is an increasingly popular water recreation spot where swimming and boating take place side by side. With the arrival of the new water sports centre (the Bastion) and the construction of new residential areas, the crowds will only increase. The users involved in the Spiegelwaal (residents, vacationers), and governments (municipality, province and organizations such as Rijkswaterstaat) are concerned about the growing risk of accidents. The initial aim of constructing the Spiegelwaal was to comply with the Water Framework Directive (WFD). However, the increase in recreational use in this area is seen as a great success.

At the same time, new users bring new opportunities and challenges. For example, it is a challenge for managers of the area (including Rijkswaterstaat and the municipality of Nijmegen) to comply with the obligations for continuity and quality of supervision and safety. But with the arrival of, among other things, the rescue brigade and information technology, new ways can be explored that can increase safety.

The Innovation one pager of the (Spiegel)Waal
The Innovation one pager was used to write out the essence of the project. On the next page, a detailed one pager of this example has been added to meet the information needs of users.

Innovation one pager

name _____

1. situation

What is the context in which the challenge occurs?

The (Spiegel)Waal has grown into a water recreation hotspot. New users bring new opportunities and challenges. There are problems with supervision and safety in the area. The users are not sufficiently familiar with the risks, hazards and (behavioural) rules at this location.

2. solution direction

Can you describe a brief description of the solution direction?

Up-to-date information (on location) through (digital) information provision that stands out/triggers (e.g. social media).

3. hypothesis

What assumptions do you want to test?

1. The user experiences up-to-date information regarding safety (temp/pressure/water quality/supervision/events) and (behavioural) rules, valuable.
2. The user is aware of the dangers, rules and the desired behaviour in the area after seeing the proposed solution.
3. The users act accordingly to the desired (behavioural) rules.

4. possible consequences

What is the effect of the solution on the stakeholders?

1. The users are aware of the conditions in the area and can therefore better assess the safety.
2. The user feels safer / better informed.
3. They users indicate that they will act according to the (behavioural) rules.

5. measurability

What indicators do you use to measure success?

If the hypothesis is answered with 'yes' by 50% of the respondents, the assumption holds (the desired success rate). Measuring this through surveys.

Next steps

6. experiment team

Describe who is part of the team and who is responsible for the project?

Project leader, communication professionals, external parties (area partners), design agency, research partner, innovation coach.

7. follow-up

Next steps to conduct the experiment?

Agreement project leader and area manager. Description & budget for external assignment design agency. Alignment & guidance of the design agency in design solution & setting up and conducting a survey.

date _____

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